

## WE CLAIM:

1. A stock tape for applying magnetic labels to a substrate comprising  
a translucent tape having a longitudinal direction and a transverse direction and a  
dimension in said transverse direction, and having at least one major release surface,  
a plurality of magnetic labels, each of said magnetic labels having at least one major  
surface at least partially covered with a pressure sensitive adhesive, said labels being fixed on said  
release surface by means of said pressure-sensitive adhesive,  
said labels being spaced in said longitudinal direction by a distance sufficient to permit  
transmission of an optical signal through said tape between said magnetic labels,  
at least some of said magnetic labels having a dimension in said transverse direction  
substantially equal to said transverse dimension of said translucent tape.